

### **REMARKS**

Claims 12-15, 17-22, 24, 25, 38-43, 59-63 and 66-68 were pending and new claims 69-76 have been added.

Claims 12-15, 17-22, 24-25, 38-43, 59-63 and 66-68 stand rejected under 35 U.S.C. 112, first paragraph, for allegedly failing to comply with the written description requirement.

For the sake of expediting prosecution of the application, the rejected features have been deleted from the claims. Therefore, Applicants respectfully request that the rejection be withdrawn.

Claims 12, 13, 18-21 and 38-42 stand rejected under 35 U.S.C. 103 as being unpatentable over Zeitman (U.S. Patent No. 5,940,481) in view of the Background of the application.

Zeitman discloses a parking management communication system. The communication system may be used to report parking, monitor parking and reserve parking spaces. A central control unit of the system may provide the user with a map of a region in which the user is interested in parking. The user selects a parking facility and sends a message to the central control to reserve the parking facility. Col. 5, ll. 5-10. Zeitman does not disclose sending directions to the user in response to reserving the space, and does not disclose that a customer geographic location is automatically determined.

Conversely, claim 12 as amended recites "receiving electronic navigation information from a reservation communication device over a communication link responsive to the step of receiving the confirmation information." The "electronic navigation information comprises directions to assist the customer in traveling from a customer geographic location to a business geographic location of the good or the service reserved by the customer, wherein the customer geographic location is automatically determined for the customer by a location-determining device."

Since neither Zietman nor the Background, alone or in combination, disclose or suggest such receiving of electronic navigation information, responsive to confirmation information, where the electronic navigation information comprises directions and where the customer geographic location is automatically determined by a location-determining device, Applicants respectfully request that the rejection of claim 12, and dependent claims 13 and 18-19, be withdrawn.

Claim 20 as amended recites “transmitting a request for electronic navigation information responsive to the step of receiving the confirmation information.” The “electronic navigation information comprises directions to assist the customer in traveling from a customer geographic location to a business geographic location of the good or the service reserved by the customer.” The “customer geographic location is automatically determined for the customer by a location-determining device.”

As discussed above, neither Zietman nor the Background, alone or in combination, disclose or suggest such receiving of navigation information, responsive to confirmation information. For at least this reason, Applicants respectfully request that the rejection of claim 20, and dependent claim 21, be withdrawn.

Claim 38 recites “a first communication interface adapted to communicate customer information, including reservation information and electronic navigation information.” The “electronic navigation information comprises directions to assist the customer in traveling from a customer geographic location to a business geographic location of the good or the service reserved by the customer, wherein the customer geographic location is automatically determined for the customer by a location-determining device.” The electronic navigation information is received “from the reservation communication device over a communication channel via the first communication interface responsive to the step of receiving the confirmation information.”

Neither Zietman nor the Background, alone or in combination, disclose or suggest such receiving of navigation information, responsive to confirmation information. For at least this reason, Applicants respectfully request that the rejection of claim 38, and dependent claims 39-42, be withdrawn.

Claims 14, 17 and 24 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Zeitman and the Background as applied to claims 12, and further in view of Yoshida (U.S. Patent No. 5,877,704).

Yoshida discloses a parking-site reservation control system. Communication is performed between an overhead road device disposed above a road and vehicle-mounted device installed on a vehicle. A control computer of the system obtains parking-site information indicating a state of usage of a parking site based on the communication between the road and vehicle mounted devices.

Neither Zietman, the Background nor Yoshida, alone or in combination, disclose or suggest such receiving of navigation information, responsive to confirmation information, where the navigation information comprises directions to assist the customer in traveling from a customer geographic location to a business geographic location of the good or the service reserved by the customer. For at least this reason, Applicants respectfully request that the rejection of claims 14, 17 and 24 be withdrawn.

Claims 15 and 22 stand rejected under 35 U.S.C 103(a) as being unpatentable over Zeitman and the Background, and further in view of Sehr (U.S. Patent No. 6,085,976).

Sehr discloses a travel system that encompass a plurality of service providers and multi-application passenger cards to automatically compile, issue, utilize, and process portable passenger cards for traveling purposes, purchase of travel-related goods and services, and for the implementation of other card-based applications. The multi-application cards are realized by smart debit and/or credit card technology and have the ability to store and activate a

traveler's permit for transportation and other travel services; as well as to host and employ a monetary value for electronic payment means. Biometrics identification of cardholders, as well as cryptographic certification of card data and travel-related information may be encoded onto the cards and can be verified, including validated, at various point-of-service locations upon presentation of the card for utilization.

Neither Zietman, the Background nor Sehr, alone or in combination, disclose or suggest such receiving of navigation information, responsive to confirmation information, where the navigation information comprises directions to assist the customer in traveling from a customer geographic location to a business geographic location of the good or the service reserved by the customer. For at least this reason, Applicants respectfully request that the rejection of claims 15 and 22 be withdrawn.

Claims 43 and 59-63 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Zeitman and the Background in view of DeLorme et al. (U.S. Patent No. 5,948,040).

DeLorme et al. purports to disclose a computerized travel reservation information and planning system that generates map ticket output in various media, for guidance and transactions en route. Such print or electronic documents can include bar or alphanumeric codes for automated recognition and/or access. Menus enable flexible user inquiries accessing selectable geographic, topical, temporal and transactional data records and relational processing. Sub-menus provide further capabilities: e.g. routing, topical searching; searches of events calendars, almanacs, appointment books, related itinerary scheduling; trip budgeting issues, plus travel arrangement availabilities or other goods/services offers. Online communications links access updated or supplemental information on places, times, topics and other provider goods/service offers. See Abstract.

Neither Zietman, the Background nor DeLorme et al., alone or in combination, disclose or suggest such receiving of navigation information, responsive to confirmation information, where the navigation information comprises directions to assist the customer in traveling from a customer geographic location to a business geographic location of the good or the service reserved by the customer. For at least this reason, Applicants respectfully request that the rejection of claims 43 and 59-63 be withdrawn.

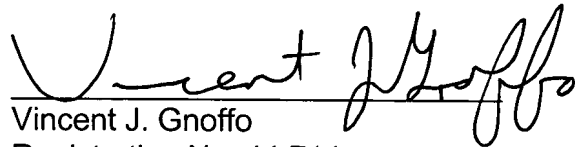
Claims 66-68 stand rejected under 35 U.S. C. 103(a) as being unpatentable over Zeitman, the Background and Applicant's purported admission of prior art.

Claims 66-68 depend from claim 12, and since no new reference is being used with this rejection, these claims should be allowed at least for the reasons discussed above with claims 12. Moreover, contrary to the Office Action's assertion, Applicants do not admit that the features of claims 66-68 are known. For example, Applicants are not aware that it is known for a reservation communication device to "change its offer or counteroffer based on time of day, week, or year," change its offer or counteroffer based on volume of sales of the product or the service," or "change its offer or counteroffer based on a special promotion." Applicant's request that a reference or references be set forth by the Office Action to support the Office Action's contention that these features are known. For at least these reasons, Applicants respectfully request that the rejection of claims 66-68 be withdrawn.

New claims 69-76 have been added. None of the references disclose or suggest the features of the newly added claims. Therefore, Applicants respectfully request that the newly added claims also be allowed.

For all of the above reasons, Applicant respectfully requests reconsideration and allowance of the present application. The Examiner is invited to contact the undersigned attorney at (312) 321-4224 if there are any outstanding issues that could be resolved through a telephone conference.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Vincent J. Gnoffo", written over a horizontal line.

Vincent J. Gnoffo  
Registration No. 44,714  
Attorney for Applicant

BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, ILLINOIS 60610  
(312) 321-4200